



REQUEST FOR PROPOSALS

Summary

Greensboro Strong Cities Strong Communities (SC2) Challenge under the EDA SC2 Initiative

Deadline for Registering Letters of Intent: 4:00 pm EDT, February 28, 2014

Deadline for Submittals: 4:00 pm EDT, April 15, 2014

INTRODUCTION: The City of Greensboro has received funds from the U.S. Department of Commerce Economic Development Administration (EDA) to participate in the Strong Cities Strong Communities (SC2) Challenge, which is structured as a prize competition. Cash rewards are available to multi-disciplinary teams, individuals or organizations that articulate the best path for the city to achieve long-term prosperity. To win, proposals must match the needs of Greensboro and its wider economy, offer a *feasible* roadmap toward implementation and represent *innovative* perspectives that will drive strong economic outcomes. The SC2 Challenge is designed to ensure an open, transparent and fair process of participation.

Greensboro's SC2 Challenge is structured in two phases:

Phase One starts with this Request for Proposals (RFP), through which the City invites proposals from individuals, private consultants, and non-profit organizations, including those collaborating in multi-disciplinary teams, to prepare a comprehensive economic development strategy that will accelerate job growth and business expansion in the greater Greensboro economy. A total of up to \$100,000 in cash prizes will be awarded to the three most highly-rated proposals, based on reviews of all submissions by a local Evaluation Panel.

Each proposal must contain at least one project that exemplifies the proposal's approach for economic improvement. Potential contestants are encouraged to review plans that form the foundation for the City's economic development policies and its major economic priorities. (Attachment 1)

Phase Two will involve preparation of complete Economic Development Plans by up to six finalists, selected at the conclusion of Phase One. Finalists' plans must contain a sufficient level of detail to move projects toward timely implementation. The team that submits the winning Economic Development Plan will receive an award of up to \$1,000,000, based on selection criteria that favor plans with deliverables that demonstrate feasibility and ability to achieve rapid project implementation.

SUBMISSION INSTRUCTIONS

Proposals must be submitted by 4:00 pm EDT on April 15, 2014. Any party interested in submitting a proposal must register with a Letter of Intent by 4:00 pm EDT on February 28, 2014. The one-page Letter of Intent should include the name of the lead participant and any team members involved in the proposal, present the "theme" of the proposed economic development strategy and describe a discrete project that embodies the proposed strategy. Proposals submitted without a prior Letter of Intent will not be accepted. Proposals received after the deadline will not be accepted.

Letters of Intent and proposals should be submitted by email to sc2@greensboro-nc.gov. Detailed instructions and guidelines for the content of proposals may be obtained on the City's SC2 Challenge website (www.greensboro-nc.gov/SC2) or by calling Prince John Gaither-Eli at (336) 373-7573.

Attachment 1: Plans and Projects that Provide a Foundation for Greensboro's SC2 Challenge

Parties preparing proposals for the SC2 Challenge are urged to review the plans and projects listed below as they shape their proposals.

- ***The Greensboro Partnership 2012 Strategic Plan***

<http://www.greensboropartnership.com/pdf/StrategicPlan2012.pdf>

This plan aims to transform Greensboro from a basic manufacturing to a strong knowledge-based economy. It identifies 26 specific strategies and tactics to implement seven key initiatives: (1) A targeted industry cluster focus, (2) Higher education assets, (3) Greensboro Center City Development, (4) Excellence in K-12 education, (5) Government relations, (6) Entrepreneurship, and (7) Economic Vitality and Quality of Life.

- ***Greensboro Downtown Economic Development Strategy***

<http://downtowngreensboro.net/invest/development-strategy>

This strategy identifies three goals: (1) Generate returns to the public sector to include sales and property taxes, (2) Attract providers of high-quality jobs, and (3) Strengthen Greensboro's brand. The strategy suggests building upon key corridors entering the city, leading to the downtown and connective sites. Six priority projects are identified: (1) Complete phase I of the Downtown Greenway, (2) Incentivize quality new mixed-use development, (3) Activate downtown's unique historic building stock, (4) Encourage connectivity through a comprehensive streetscape program, (5) Create a signature performing arts center, and (6) Support a knowledge community by encouraging colleges and universities to locate programs downtown.

- ***Balanced Economic Development: A Strategic Plan for East Greensboro***

<http://www.greensboro-nc.gov/Modules/ShowDocument.aspx?documentID=15298>

This plan identifies three critical areas of focus: (1) the City's increased poverty rate; (2) the decline in home values and the shift from homeownership to rental; and (3) the need to improve the performance of Greensboro's public schools. Recommendations aim to improve parity in east Greensboro with four major thrusts: (1) increasing the number of households in the area; (2) increasing the median household income; (3) improving road access; and (4) increasing support for the area's public schools.

- ***The Connections 2025 Comprehensive Plan***

<http://www.greensboro-nc.gov/index.aspx?page=1732>

This broader planning document sets four economic development goals: (1) Promoting a healthy, diversified economy with a strong tax base and opportunities for employment, entrepreneurship for all segments of the community, including underserved areas such as East Greensboro; (2) Targeting city investment and regulatory policies for economic development; (3) Ensuring that city land use policies and regulations allow for an adequate supply of land to accommodate economic development; and (4) Building partnerships with other entities on economic development issues.

- ***The Consolidated Plan 2010-2014: Plan for a Resilient Community***
<http://www.greensboro-nc.gov/modules/showdocument.aspx?documentid=8527>

This five-year plan incorporates the six Livability Principles established by the Federal Interagency Partnership for Sustainable Communities, including the general principle of enhancing economic competitiveness with goals intended to (1) Coordinate/integrate job training into long and short range planning; (2) Capitalize on Institutes of Higher Education (IHEs) and other institutional strengths in the community; and (3) Provide opportunities for job training, mentoring, education and job creation.

City Priorities for Catalytic Projects

This Request calls for proposals to include a discrete project that reflects and embodies your strategic approach. The City considers the following as priority ‘building blocks’ for advancing the local and regional economy:

- Capitalizing on the universities and colleges in the greater Greensboro community and high-impact collaborations between these institutions and the private sector
- Attracting people, businesses, and investment in the downtown area
- Enhancing the arts and other quality of life features
- Improving the impact of Piedmont Triad International Airport and airport area infrastructure
- Workforce Development
- Advanced Manufacturing

Post your idea on Greensboro Ideas

Other ideas and potential projects suggested by citizens and community groups throughout Greensboro can be posted on the City’s SC2 website: <http://www.GreensboroIdeas.com>

This site is intended to serve as a community forum, a place for people and organizations to propose ideas and engage in open conversations about these ideas for improving the city’s economic vitality.